

Institutional Identity Guidelines

November 2019



Laredo College

www.laredo.edu

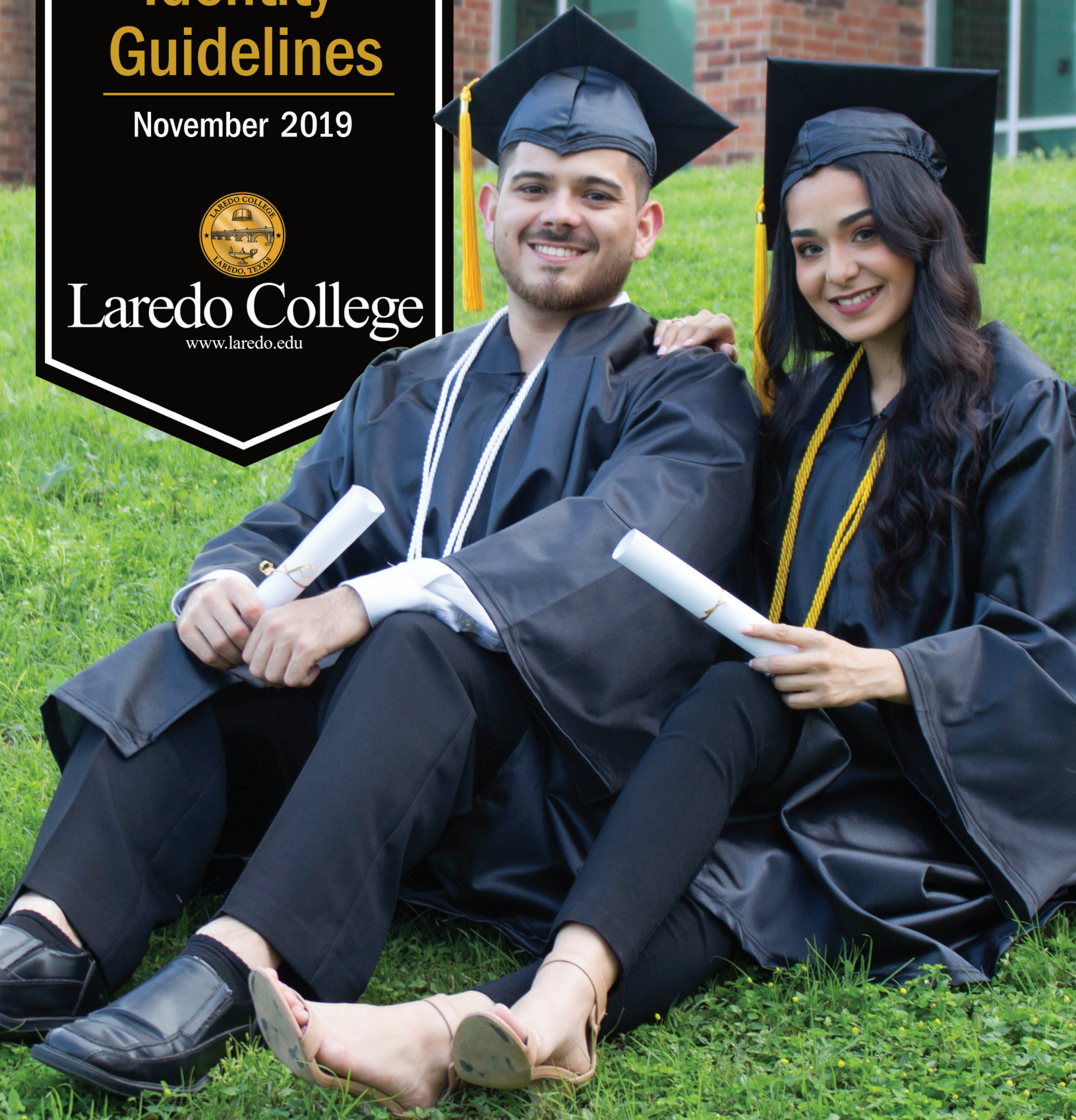


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Laredo College

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Institutional Identity Guidelines

Introduction

The Laredo College family is proud to promote a mission of excellence through its marketing and communication efforts. The college is committed to ensure its vision of a quality education for all Laredo College students as they strive to achieve their educational objectives.

The way the audience views the Laredo College brand establishes the contours which the college represents. The identity system is designed to present an impeccable image of the college for all audiences—students, faculty, administrators, staff, alumni and the community. This system includes the consistent and correct use of the college's logo, colors and typography.

This identity guide provides guidelines for the proper use of these basic elements. These guidelines should be incorporated with any type of internal and external communications. Every representation of the Laredo College brand will convey our image in an influential, clear and recognizable manner.



The Institutional Logo

The Laredo College logo consists of the college seal and its logotype. The college seal was designed in 1993, when the college officially changed its name from Laredo Junior College to Laredo Community College. The seal was incorporated with the logotype to become the college's official logo in 1999. In 2018, Laredo Community College changed its name to Laredo College to communicate a new message.:Laredo College not only serves the community of Laredo, but anyone seeking a college education.

The seal is the main focus of the college's identity system. The seal should only be used alone on official college documents, or as approved by the Community and Media Relations Office. It should never be distorted or altered. See "Acceptable Uses" and "Unacceptable Uses" on pages 5 and 8 for more information.

The elements on the seal give detail of the qualities and character of the college - continuity, knowledge, unity, growth and achievement.

Continuity - The Laredo College seal is designed as three concentric spheres. The two outer spheres surround the Laredo College name, and a third sphere encloses the rest of the seal's elements. The rings, without beginning or end, symbolize the endless journey of higher learning.

Knowledge - The open book represents the learning process and the seeking of knowledge and a journey to higher learning.

Unity and Growth - The bridge illustrated in the inner circle represents the college's location between two countries and two cultures, an accurate representation of our border city, Laredo.

Achievement - The lamp of learning represents scholastic achievement. The flame plays the role of the scholar bringing light into the darkness of ignorance.

Stars - The two stars along each side of the outer spheres represent the college district's two campuses. The stars are positioned on opposite ends to symbolize the extensive area serviced by Laredo College, which encompasses three South Texas counties.



OFFICIAL SEAL

Logo Specifications

The Laredo College seal should never be stretched or altered in any way. This process will distort the seal. The Laredo College seal and the logotype should always be together in the specified proportions shown below.



Laredo College

Font

The Laredo College name uses Times New Roman for its typeface. No other font may be substituted. Only the approved font should be used.

Sizing

The logo should never be reduced beyond one-half inch to make sure the type within the logo is legible.



Laredo College

Image Quality

The Laredo College seal has a specific and complex design. Always use camera-ready art when using the logo. Do not use a photocopy or scanned logo. This may create a poor quality image with jagged edges, fuzzy lines and speckled white areas.

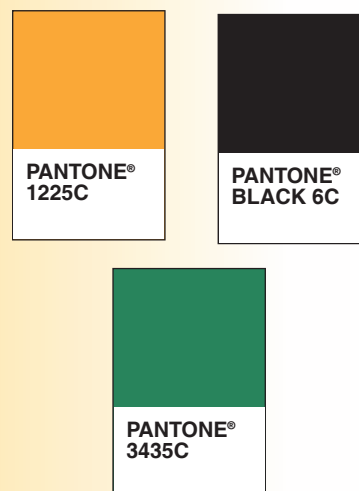


Laredo College

Color Use

The college uses three traditional colors: gold, black and green. The standard colors used are from the widely accepted color reproduction standard Pantone® Matching System. Laredo College uses PMS 1225C for the yellow-gold used in the college's official seal with Black 6C for the borders. The logotype is printed in black.

Metallic gold should only be used when foil-stamping the official seal for official documents. Otherwise, the college logo should never be represented in metallic gold.



One color

The logo should be reproduced in black, using a line-art image of the seal when it is used as a one-color design. This version is always used on promotional items that need a clear, solid line for printing.

ONE COLOR



Two colors

The logo uses two specific spot colors, Black 6C and PMS 1225C. This version is generally reserved for printed materials that have spot color but are not being printed in full color.

TWO COLOR



Grayscale

There is a grayscale version of the logo for printed materials that are not printed in color. The black and white logo has a specific shading pattern in the background.

GRAYSCALE



Full Color

The full color logo should be used on any printed material or college stationery that are printed in full color.

FULL COLOR



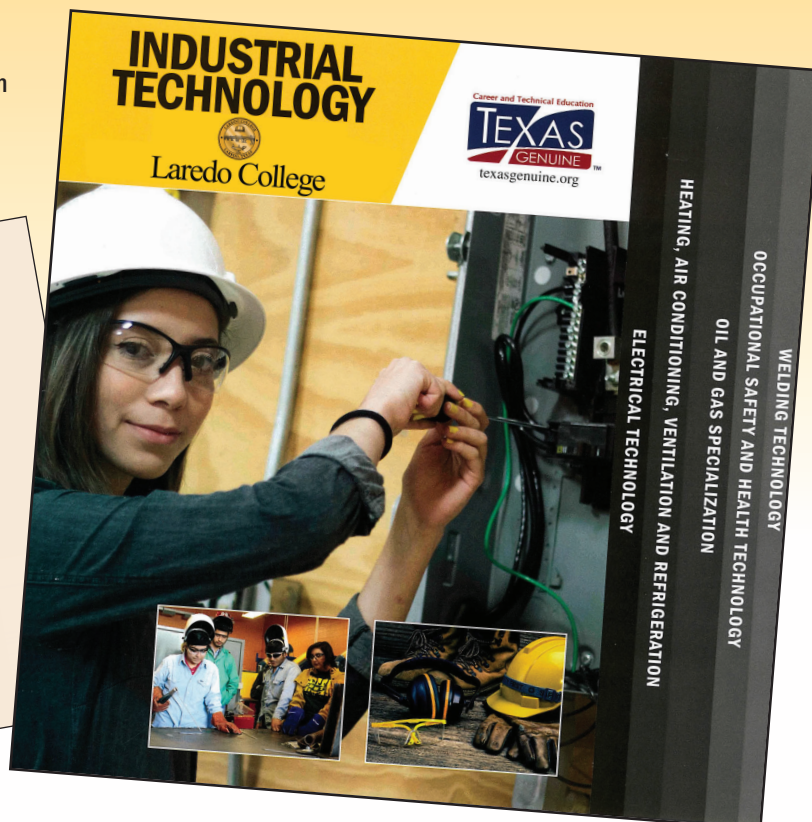
Acceptable Uses

Any printed materials that need to be produced for the Laredo College departments should be created or approved by the Community and Media Relations Office. The Laredo College seal must be used on all printed materials for internal or external use. Please follow the guidelines as listed here. For any questions about the use of the college's seal, contact the Community and Media Relations Office at (956) 721- 5140 or at mpro@laredo.edu.

Samples of printed materials can be, but are not limited to:


- Brochures
- Flyers
- Posters
- Invitations
- Letters
- Postcards
- Certificates
- Envelopes
- Business cards
- Forms
- Banners
- Signage

The college has standard templates for the design of flyers, posters and brochures.



Stationery Templates

Laredo College has implemented specially designed stationery templates that detail the identity of the institution. Letterheads, business cards, envelopes and invitations should be formatted as indicated here with the same paper type and colors.



Laredo College


Fort McIntosh Campus

West End Washington St.
Laredo, TX 78040-4395
956.722.0521
www.laredo.edu

South Campus

5900 South Zapata Highway
Laredo, TX 78040
956.794.4000


LETTERHEAD



Laredo College

Name
Title
Name of Office/Department
Building, Room 000
phone 956.721.0000 ext. 0000 • fax 956.721.0000
e-mail: name@laredo.edu
Fort McIntosh Campus
West End Washington St. • Laredo, TX 78040-4395

BUSINESS CARD



Laredo College

West End Washington Street • Laredo, Texas 78040-4395

ENVELOPE #10

Uses for Electronic Media

The logo is available for use in horizontal and vertical formats. You may use either version depending on the requirements of your design. There are two approved versions of the college logo for use in electronic media. Examples of use include PowerPoint presentations and web pages. Both formats should be used in the full color version as shown below.

Vertical format

The standard version for printed materials is recommended in most instances.



Horizontal format

This version is recommended only when there are space limitations or designs that call for a horizontal format.



Logo for Electronic Signatures

The Laredo College horizontal logo with the full color seal will be used for the standard format on all institutional email signatures. All signatures should contain the following information.

Name

Position

Campus

Address

Phone Number

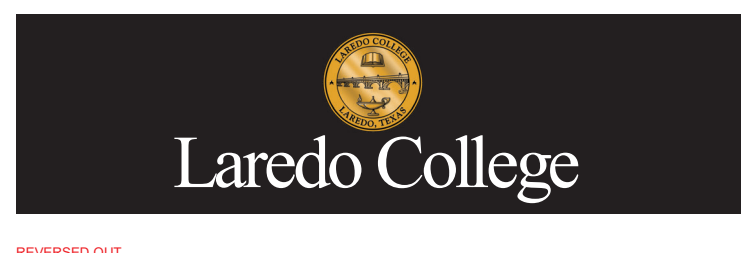
Email

LC email logo



Reversed out

The logo should be used in full color on a light background. The text can be reversed to white when it is used over a very dark or black background.



Unacceptable Uses

Below are some examples of unacceptable uses that should be avoided. The Laredo College logo should always be used in the formats suggested in this guide.

Do not use a different typeface or font.



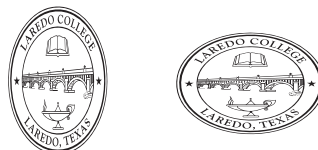
The college logo cannot be reduced so that the information on the seal is unreadable.



The seal should not be used without the logotype unless it is approved by the Community and Media Relations Office.



The proportions of the seal may not be altered.



The seal should not be rotated.



Any element in front of the seal or screen to use as a background is not allowed (except on approved stationery).



There are no additional elements allowed to the seal or logotype.



Do not move the seal to the left or right of the logotype, except as approved for electronic uses (see page 7).



Laredo College Logo

Laredo College Logo (Standalone) The standalone Laredo College logo uses 3435C, black 6C and 1225C to represent the college's standard colors.

LAREDO COLLEGE LOGO

PANTONES
■ 3435 C
■ BLACK 6 C
■ 1225 C



Alternative Wordmark with Seal

The alternative wordmark with seal uses full color and the Zenon typeface for the words Laredo College. This seal will primarily be used for advertisements.

ALTERNATIVE WORDMARK WITH SEAL



**LAREDO
COLLEGE**
EST. 1947

Palomino Logo

The Palomino logo is used by the Athletics Department to promote the college's sports and mascot.

Palomino One Color

If the Palomino logo is used as a one-color design, it should be reproduced in BLACK, as shown here.

Palomino Full Color (five spot colors)

When printed in color, the Palomino logo should be printed using PMS 7482 C, PMS 3425 C, PMS 1345 C, PMS 145 C and BLACK 6C.

PALOMINO LOGO COLOR (PRIMARY OPTION)

PANTONES	
454 C	
7401 C	
7499 C	
7536 C	
7482 C	
BLACK 6 C	
1245 C	



PALOMINO LOGO COLOR (SECONDARY OPTION)

454 C
7401 C
7499 C
7536 C
7482 C
BLACK 6 C



PALOMINO LOGO COLOR (THIRD OPTION)

PANTONES	
7482 C	
3425 C	
BLACK 6 C	
1345 C	
1245 C	



PALOMINO LOGO BLACK AND WHITE



Athletics Logo Wordmark

The alternative wordmark with seal uses full color and the Zenon typeface for the words Laredo College. This seal will primarily be used for advertisements.

LAREDO COLLEGE PALOMINOS ATHLETICS B&W



LAREDO COLLEGE PALOMINOS ATHLETICS COLOR

PANTONES
■ 3425 C
■ BLACK 6 C
■ 1245 C



LAREDO COLLEGE PALOMINOS ATHLETICS SECONDARY

PANTONES
■ BLACK 6 C
■ 454 C



Athletics Logo Alternative Wordmark

The Athletics LC logo is used by the Athletic Department to promote the college's sports and mascot.

LC PALOMINOS ATHLETICS COLOR



College Apparel

Laredo College staff may purchase work apparel using either the Laredo College seal, logo or the Palomino logo, provided the guidelines specified here are being followed. The Laredo College and Palomino logos should not be altered or embellished in any form after being embroidered or printed on apparel.

Oxford shirts

Oxford shirts can be embroidered with either the Laredo College logo or the Palomino logo following the guidelines below:

LC logo - Can be embroidered on the left-hand side of chest along with the department name directly under. When using light-colored shirts, embroidery would be in hunter green. On dark-colored shirts, imprint to use is yellow-gold. Artwork will be provided to the selected vendor by the Community and Media Relations Office to ensure the proper logo size and font are used. Employees may include their name embroidered in the same font on right-hand side of chest, in same color as logo on the left.

Shirts can be ordered only in the following colors:

- Hunter green (yellow-gold embroidery)
- Yellow-gold (hunter green embroidery)
- White (hunter green embroidery)
- Ivory (hunter green embroidery)
- Black (yellow-gold embroidery)
- Khaki or tan (hunter green embroidery)
- Brown (yellow-gold embroidery)

Palomino logo - Can be embroidered following the same rules for the Laredo College logo listed above. If funding permits, the Palomino logo can be embroidered in full color on any of the shirt colors listed above.

Polo shirts

Same rules apply as for Oxford shirts, except they can be embroidered or screen-printed.

T-shirts

T-shirts cannot be used as work apparel but can be ordered for team-building exercises or for use at more casual activities or special events, such as the Laredo College FunFest. These t-shirts can be ordered in any color except burgundy or any similar color, but school colors should be featured in the design whenever possible, especially for off-campus events, to ensure the wearers are easily recognizable as Laredo College representatives. Consult with the Community and Media Relations Office to develop a customized design suitable for the event.

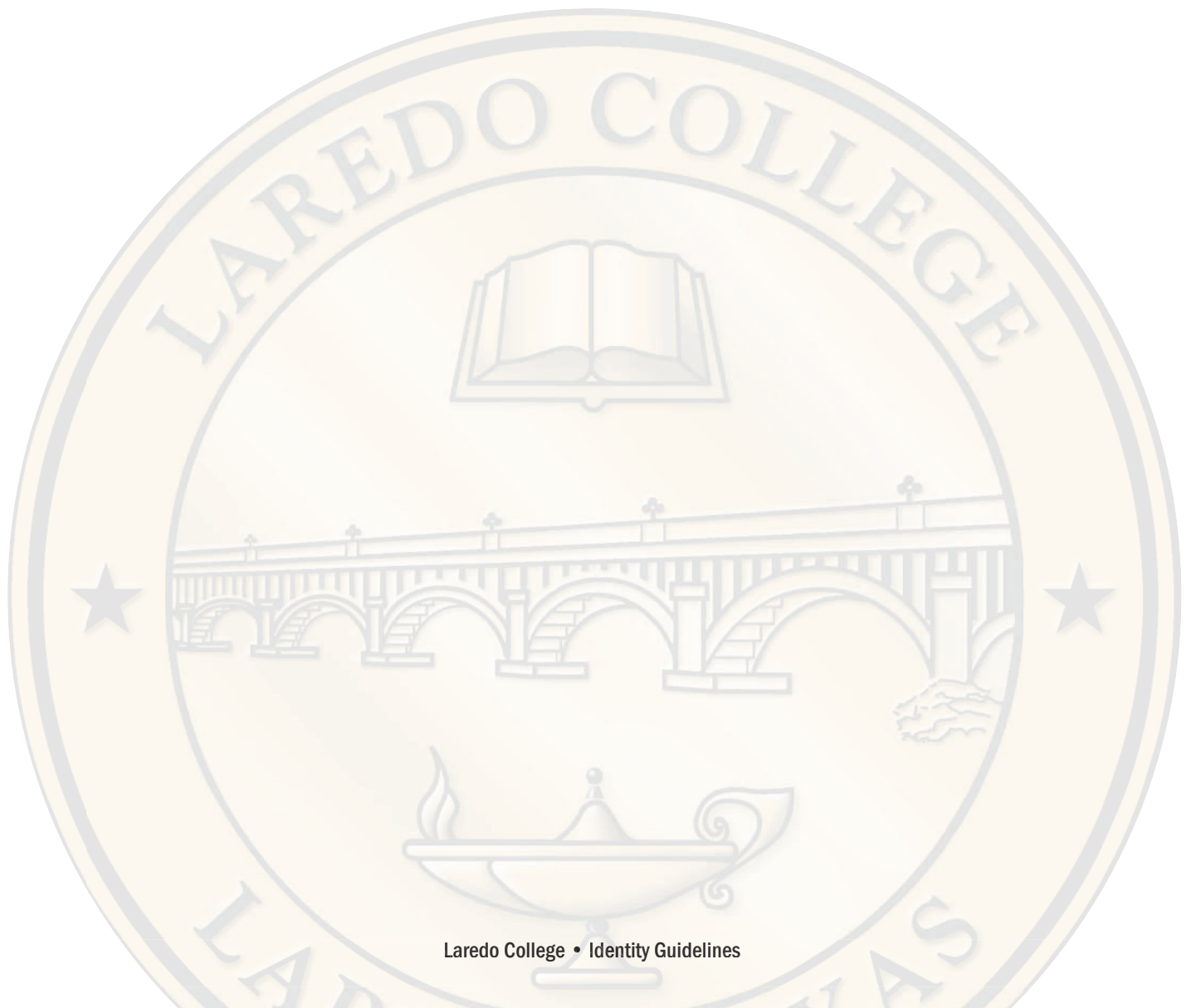
Other apparel

No other apparel for office use is permitted to be embroidered or imprinted with the Laredo College logo or Palomino logo without approval from the Community and Media Relations Office, on a case-by-case basis.

Summary

Laredo College appreciates the use of these guidelines to present a clear, strong image to all audiences. By following the principles specified in this guide, we can assure the success of the Laredo College identity system.

You may contact the Community and Media Relations Office at (956) 721-5140 or at mpro@laredo.edu for any questions about the college's identity system.



Glossary of Terms

Bleed– In printing, bleed refers to the parts of an image that extend beyond the edge where the paper will be trimmed. Since printing presses cannot print to the edge of a sheet of paper, the image is printed on a larger sheet and trimmed to the final size. Bleeds are used so that no white borders surround the image or design.

Camera-ready– Artwork that is ready for production.

CMYK– CMYK represents the four inks used for four-color printing, which simulates full color. The four inks are Cyan (C), Magenta (M), Yellow (Y) and black (K).

Color palette– A collection of colors to be used, either alone or in combination.

DPI– DPI stands for dots per inch, which is a measure of resolution. The more dots per inch, the higher the resolution and sharper the image. For printing purposes, 300 DPI is the standard. A higher DPI only makes the file larger, but the image will not print any sharper.

Font– A single typeface which includes all letters in the alphabet, numbers and punctuation.

Four-color process - The process of combining four basic colors to create a printed color picture.

Halftone - Converting a continuous tone, such as a black and white image, to dots to simulate light and dark tones for printing.

Line art – A graphic image that consists of lines or areas of pure black and pure white, requiring no screening for reproduction.

Logo – A symbol used to identify an organization.

Logotype– A trademark composed solely of type.

Pantone Matching System® (PMS) – A widely used color-matching system that specifies ink colors.

Point – A measurement unit of type. There are approximately 72 points to an inch.

Resolution – The measure of detail in an electronic image. The higher the resolution, the more detailed the image. This is often measured in dots per inch.

Sans serif– A class of typeface without serifs, or short cross strokes at the end of main strokes in letters.

Serif – A class of typeface with serifs, or short cross strokes at the ends of main strokes in letters.

Spot color – A single color applied to printing when full color is not necessary.

Trademark – A word or symbol used to distinguish the products or services of one organization from another.

Typeface– A particular style of type.